

Oracle OpenWorld 2009 Sponsor & Exhibitor Press Releases

Press Release Questions: partnerpr_us@oracle.com

For more information on Oracle OpenWorld visit:
<http://www.oracle.com/openworld/index.html>

Thank you for your continuous participation as an Oracle Partner!

As an Oracle partner, we would like to extend to you an opportunity to generate a press release for Oracle OpenWorld 2009 San Francisco highlighting our relationship, details about your exhibitor booth, and how your company has adopted Oracle applications and technology to provide unique business solutions to customers. If you are interested in generating a release, please read and follow the instructions below.

Releases for Oracle OpenWorld are due by: **Wednesday, September 9, 2009.**

Mandatory guidelines for partner participation are below. Your press release should contain the following elements:

1. **For ISVs:** Address how the combined solution, your company's solution with Oracle Applications and technology software, helps solve business issues. **For SIs and Resellers:** Address how your implementation services and expertise help enable customers to be successful with Oracle technology. Address the value proposition of why this is important to customers.
2. Address how you are working with Oracle (are you integrating with or providing implementation services and expertise?)
3. How does one obtain the combined solution or service (purchase, free downloading, Web site, phone, etc.)?
4. For OPN Certified Partners and OPN Certified Advantage Partners only: provide a quote to be attributed by an Oracle Executive.

Make sure you have included within your press release:

- Your company's PR contact information (name, phone and email)

Please share your Oracle Alliance Representative's contact information if applicable (name, phone and email) and submit your release. **Allow 5-10 business days for approval processing, after you have emailed your release to Oracle to partnerpr_us@oracle.com.**

Quotes and Boilerplates to Use

- **Oracle Quote: (For Certified and Certified Advantage Partners only)**

Please provide a straw man version of the quote in the press release.

- **Oracle PartnerNetwork Boilerplate:**

About the Oracle PartnerNetwork

Oracle PartnerNetwork is a global business network of more than 20,000 companies who deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, the Oracle PartnerNetwork program provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest enterprise software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle qualify for the Certified Partner levels. <http://oraclepartnernetwork.oracle.com/>.

- **Trademarks**

Oracle is a registered trademark of Oracle Corporation and/or its affiliates.